

## SECRETARY HOOVER TO TALK AT CONVENTION OF REALTORS

Accepts Invitation to Address National Association of Real Estate Boards at Chicago, July 12.

Secretary of Commerce Hoover has accepted an invitation to address the annual convention of the National Association of Real Estate Boards at the opening session, July 12, in Chicago, it was learned here today.

The invitation was extended to Hoover recently in person by Fred E. Taylor of Portland, Ore., president of the association, on the occasion of the latter's visit to Washington. Accompanying Mr. Taylor were Ivan O. Ackley of Chicago, chairman of the convention committee; Henry P. Haas of Pittsburgh, national secretary; and Robert E. Armstrong of this city, head of the bureau of information and research of the realtors' body.

Secretary Hoover assured the real estate men that he would attend the convention on the opening day unless prevented by some national crisis or unforeseen emergency.

### Student of Housing.

Interest naturally attaching to an address by a member of President Harding's cabinet is increased in the present instance by the fact that Mr. Hoover is a close student of real estate and housing. He recently appointed a commission to investigate means for gathering and disseminating information as to best construction practices and methods, technical costs, matters relating to city planning, etc., with the purpose of encouraging standardization and improvement of building.

A large delegation from the Wash-

ington Real Estate Board is expected to go to Chicago for the convention. Many members of the board will take their wives and other members of their families with them. Several are considering combining business and pleasure by going to Buffalo and Niagara Falls and completing the trip to Chicago by boat on the great lakes.

### Large Attendance Expected.

To prevent confusion among the thousands who will attend the convention during the four daily sessions and in other ways to assist the huge body of realtors, a corps of sixty young men, designated assistant sergeants-at-arms, is being formed. Robert D. Clow, Jr., of Camden, N. J., will head the corps.

The attendance this year is expected to be so great that only those who have registered will be admitted to the hall. The sergeants-at-arms will be on duty at the Auditorium and at the entrances to the hall for the purpose of seeing to it that no one enters who has not registered and can show proper credentials.

Reports to the national headquarters show that in addition to the numbers arranging to go on special trains many hundreds of realtors will drive to Chicago in their automobiles. For their accommodation a large space has been set aside in Grant Park, on the lake front, opposite the convention hall, where cars may be parked. Boy Scouts have volunteered to guard the machines and see that tops are up if it rains, etc.

## WASHINGTON LEADS IN HOUSE BUILDING

Construction Continues on Large Scale Here, While Other Cities Lag.

### HOMES GOING UP FAST

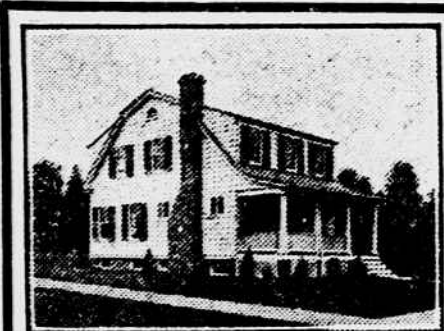
Many Dwellings and Apartments Started and Offices Are Expected to Follow Shortly.

Building continues on a large scale in Washington, in the face of some prevailing in several of the eastern cities, it is declared by local construction men.

The home building drive is well under way here, it is pointed out, with scores of residences partly completed and scores more just beginning. Few important commercial projects have been announced compared with the housing program, but it is expected that this is due to the concentration of builders on the immediate problem of relieving the house shortage.

More than a score of small apartment structures are being built in various sections of the city, each providing room for at least four or six families. Several larger apartments are to be ready by fall, it is reported. George Oakley Totten, Jr., is promoting a large co-operative apartment project to furnish exclusive accommodations in the Sheridan Circle district. The excavation has begun at the east end of the O Street bridge. The first story of a white stone apartment and store edifice at the southeast corner of 16th and U streets has been reared. A number of fair-sized apartments are now being occupied by tenants while carpenters and interior decorators are still at work.

Commercial building is expected to begin with the consummation of some of the home-building activity. Several store buildings have just been completed by the Randall H. Hagner company on Connecticut avenue. Interests in which Allan E. Walker and



Be Sure to See Our  
**"SUNSHINE"  
BUNGALOWS  
IN  
MICHIGAN  
PARK**  
12th and Michigan Ave.

Homes in town with ground all around for less than houses in a row. Exhibit, 4211 12th. Open daily from 10 to 6. Take F street or North Capitol street car marked "Brookland" to end of route, or call Main 6935 for appointment.

5 and 7 Room Bungalows 6 and 8 Room Houses  
Cash. Monthly. Cash. Monthly. Cash. Monthly. Cash. Monthly.  
\$750 ..... \$62 ..... \$2,000 ..... \$45 ..... \$1,000 ..... \$75 ..... \$2,500 ..... \$58 .....  
1,000 ..... 50 ..... 2,500 ..... 38 ..... 1,500 ..... 70 ..... 3,000 ..... 52 .....  
1,500 ..... 52 ..... 3,000 ..... 42 ..... 2,000 ..... 72 ..... 3,500 ..... 54 .....  
Built, Owned, For Sale by

**MIDDAUGH & SHANNON, INC.**  
Tenth Floor, Woodward Building, 15th and H Sts.  
Since 1899—No Place Like Home, No Home Like Ours.

## LARGE OFFICE BUILDING PLANNED.



Architect's conception of nine-story office building planned by Frank H. Edmonds for 15th street, facing McPherson Square. Harry Wardman will erect the structure. Wardman & Waggoner are the architects.

## ST. MARK'S CAFE TO BE RAZED TO BUILD NINE-STORY OFFICE

Frank H. Edmonds, local optician, has had plans drawn for the erection of a nine-story office building on the site of the present St. Mark's Cafe, at 913 15th street northwest, which he purchased several weeks ago.

The structure will be erected by Harry Wardman, from designs by Wardman & Waggoner, architects. The architects are now drawing floor plans to provide for a number of suites of rooms on various floors in accordance with the wishes of the promoter.

While the details of the project have not been worked out as an entirety, it is learned that the edifice will be constructed of reinforced concrete, with at least two elevators.

The front will be of Indiana limestone and in keeping with the general architectural scheme of nearby governmental and commercial buildings.

Stores on Two Floors.

The first two stories will be devoted to store purposes, the remaining seven floors being utilized for offices. It is expected that the new building will relieve to an appreciable extent the shortage of office space which has been widely felt since the war.

Work on the structure will begin shortly, it is reported. The old St. Mark's edifice, originally a church and of recent years a cafe, will be razed to make way for the project.

The cafe has a lease on the property, which expires soon. It is not known if the restaurant will remove to another location or discontinue business.

The St. Mark's building is a landmark which has stood on the west side of 15th street, facing McPherson Square, for more than half a century. The edifice was long the meeting place of the Fifteenth Street Presbyterian Church, and eventually it was taken over by the cafe interests and conducted on an exclusive plan. Many social functions have been held there within the last few years.

### Plans Still Incomplete.

It may be a week or two before plans for the new office building are completed in readiness for the contractor. The permit has not yet been obtained from the District of Columbia building inspector's office, according to the records.

It is said that the influence caused by the announcement that so large a construction operation will begin under present building conditions will serve to add impetus to the movement to resume at once commercial construction work on an extensive scale.

Many of the bigger projects for which plans were disclosed some time ago have been held up pending developments in the labor and material markets. Many builders believe that further delay will gain them nothing, however, and recently the City Club voted to begin shortly the construction of a new home on G street.

The United States Chamber of Commerce is one of those who have been awaiting more favorable building conditions. It is considered likely by real estate men that several of the projects which have been held in abeyance are due to start before long.

## WILLIAM BEALE LEADS REALTORS IN FISHING

Leaving behind them all thoughts of rent legislation, zoning restrictions, building regulations and other problems of the real estate industry in Washington, officers of the Washington real estate board and members of the appraisal committee journeyed Wednesday to Clarence Donohoe's farm, near Benedict, Md., and spent the day fishing.

William S. Beale, chairman of the appraisal committee, demonstrated his ability as an angler to the chagrin of the six members of the fishing party by landing ten hardhead bass while the other realtors were failing to get even a nibble. A motor boat took them to the fishing grounds. Following the expedition on the water the party was entertained at dinner as guests.

Realtors who made the trip were Harry L. Rust, president of the Washington Real Estate Board; John A. Petty, secretary; William S. Beale, J. T. Weedon, Thomas Bradley, Lee D. Latimer and Clarence Donohoe.

### BUYS OFFICE BUILDING.

Felix Lake, the local investor, has purchased the four-story office building, 1344 G street northwest, adjoining the Federal National Bank building, from the Willard estate. The sale was negotiated through the office of the C. W. Simpson Company, Inc.

Mr. Lake will use the building for his office after extensive improvements, it is said. The consideration was \$90,000.

## PUBLICITY MAN TELLS REALTORS HOW TO CO-OPERATE WITH PRESS

Don Goss, in Statement, Advises Contributors to Submit Matter Which Will Interest All of Public.

Relation of the newspapers to the real estate business and how problems of publicity may be worked out to the satisfaction of the press and the real estate man through a proper understanding of this relation is explained by Don Goss, publicity director of the National Association of Real Estate Boards, in a statement issued today.

"Newspapers generally consider worth printing any information that will interest a considerable part of the public," Mr. Goss points out. "The fact that the printing of news may result in financial gain to some persons does not materially alter the case, although it may to some extent qualify its treatment by newspapers. Theatrical, automobile and sporting news comes under this classification.

### Always "Come Clean."

"Of first importance is the matter of establishing confidence between yourself and the editor or reporter. Always 'come clean.' You might victimize a newspaper one time with an inaccurate statement of facts, but your loss in prestige and subsequent publicity would much more than offset any temporary advantage of that nature. Strive to bring about such a relationship that the editor will have implicit faith in any statement of fact because you make it. This cause of time is of utmost importance in the publishing of a daily newspaper. Often there is not time before going to press for verification of motives and details of a 'story.' Proper confidence on the part of an editor in the man who is responsible for the story will overcome this difficulty.

### Editorial Privilege Not Bought.

"Do not attempt to force your way into the news columns with matter that is purely advertising or relating to business. Constant news on the ground that you pay for a certain amount of advertising. You probably have value received for what you pay. It will cause the editor to scrutinize more closely, and with suspicion such publicity as may with propriety be submitted. You do not feel kindly toward the man who tries to avoid the payment of your commission on a real estate transaction because he has paid you certain funds for insurance or for other business. Buying advertising space is not purchasing an editorial privilege.

"Take the reporter or the editor into your confidence in regard to deals pending and it is a confidence of this kind violated. I have known many instances in which reporters have deliberately allowed themselves to be 'scooped' rather than violate a trust and lose the confidence of the man who placed his faith in them. With the advance knowledge of deals pending, the newspaper man can be properly prepared to take care of the story and often he can give you publicity advice of material benefit, such as in the use of pictures, and he will co-operate to your advantage in other respects.

"Go further with the reporter than just the activities in which you alone are concerned. Give him tips about the other fellow. You will thus accustom him to call frequently at your office, to depend on you and to feel under a certain obligation because you provide him with that from which he makes his living—news. He will see publicity for you in ways you never dreamed of, often in little facts of human interest in connection with the property or the people involved. Then, too, news of activity in the real estate market stimulates public confidence in investments in real property, which helps your business. There are times when a headline divides a news story from advertising, and in these instances the friendship of the reporter or editor is a good investment.

"From time to time call on your newspaper editor and discuss with him the real estate business, your profession, and public affairs. He will appreciate your interest in his newspaper and in him and will be glad to obtain your professional viewpoint. Tell him about the license law and what it will accomplish; about the real estate board, its purpose and plans; the state association and the national association; give him the realtors' viewpoint of the tax situation. You will be surprised at the interest of newspaper men in these matters when they once clearly understand them.

"Get to know the reporter personally who is assigned to realty news. Invite him to your board meetings. If possible, make him an associate member. Do not overlook this fact, that the men who write the news for the daily papers are human beings, like you and me, who are happy or sad, have ambitions and have about the same reactions to the various influences they encounter as do you or any other normal human being. It will pay you to occasionally call on him for an opinion of a subject under discussion at your board meeting. Being human he will appreciate the recognition, but, more important, you may get a light thrown upon a problem from a new angle—the view of a man with a mind trained by his profession to quickly sense a public reaction to a course of action."

### FORM NEW PARTNERSHIP.

P. C. Wercks and Clifton J. Day have formed a partnership in the real estate business under the firm name of Wercks & Day, with offices on the top floor at 703 11th street northwest, it was announced today. Mr. Wercks is well known in the real estate business, having formerly occupied offices in the Colorado building under the firm name of P. C. Wercks company. He is a member of the National Association of Real Estate Boards. Mr. Day was formerly connected with the American Realty Exchange and with Charles H. Doing.

## BACK BAY BEACH—MARYLAND

Washington's Newest Salt-Water Summer Colony, Adjoining Almas Automobile Club—

Fine Salt-Water Bathing, Great Fishing, Boating, Etc.

This property is located next to the Almas Automobile Club—having over 1½ miles of the finest beach fronts—and only 36 miles from the Capitol on one of the best automobile roads—

**All Lots 50-Ft. Frontage  
Prices, \$225 to \$350**

The future assured—In securing the services of the following well known engineer and architect, Mr. E. D. Maxwell and C. A. Hunter, who have specialized in town building—have planned to make this one of the most ideal, moderate-priced bungalow summer colonies near Washington. Less than one hour auto run.

Work now in progress laying wide streets, parks and building restriction will permit only the better kind of improvements. Will insure its future.



Remember, there are a limited number of lots. An early inspection to secure choice lots means quick action on your part. **STUDY THE MAP—make appointment to see property now. SALESMAN ON PROPERTY SUNDAY.**

ALMAS AUTOMOBILE CLUB PROPERTY  
E. D. MAXWELL, ENGINEER & ARCHITECT  
C. A. HUNTER, ARCHITECT & LANDSCAPE ARCHITECT  
821 15th St. N.W., WASHINGTON, D. C.

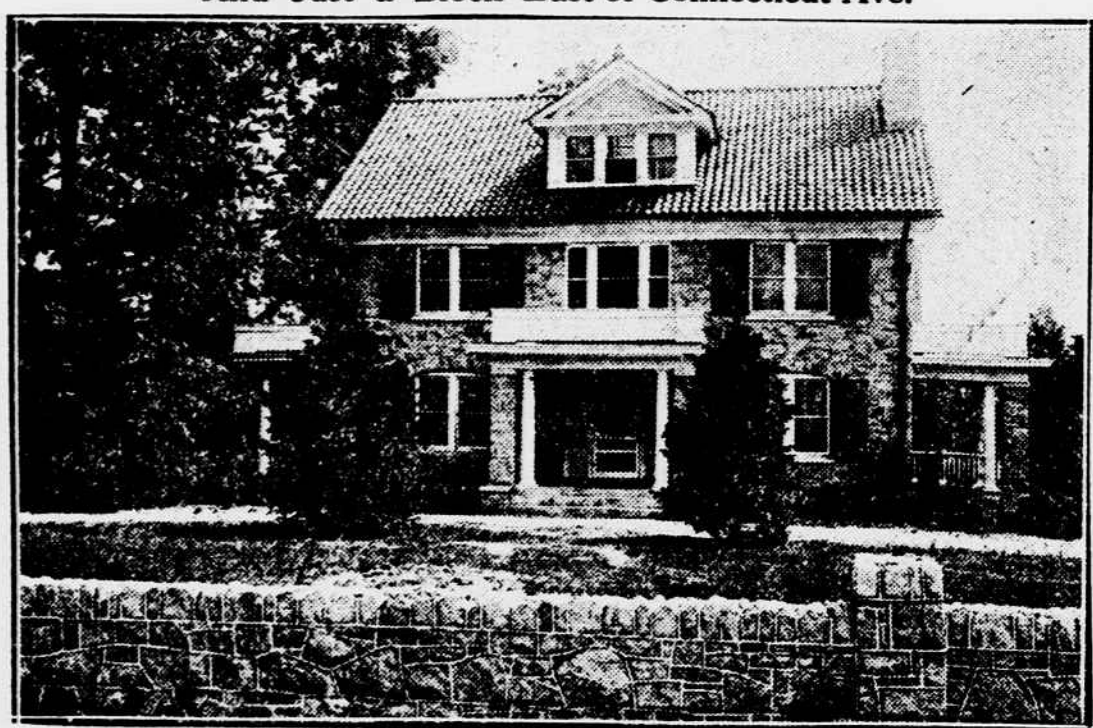
**Back Bay Beach Improvement Co.**  
HARRY C. ALLEN, Manager  
921 15th Street N.W. Phone Franklin 6570

## A BEAUTIFUL SUBURBAN HOME

With Nearly 2 Acres of Ground

Half Way to Chevy Chase Circle

And Just a Block East of Connecticut Ave.



**3000 ALBEMARLE STREET**

A practically new home splendidly built of stone, containing 13 rooms and 2 baths. Spanish tile roof; beautiful stone fireplaces; hardwood floors. Detached garage in harmony with house. Grounds charmingly landscaped, including a delightful fountain, shrubbery, trees, driveway, etc.

Salesman on Premises Sunday From 1 to 5:30 P. M.—Come Out and Inspect This Home Tomorrow.

Main 4080

**JOHN F. MAURY**

Exclusive Agent

1731 K St.